

Central Hardware gets

BIG PROFITS IN 36-INCH SPACE



"We have had a Ray-O-Vac Portable Lighting Department in our store for over six months. Our turnover and sales of flashlights and batteries have more than tripled during that time. This M103 has been tested in this store, the world's largest retail hardware store, and its sales results have been so good we have placed units in our other four stores in the St. Louis area."

Alvin Schattgen
Store Manager



CENTRAL HARDWARE COMPANY, St. Louis 15, Missouri

RAY-O-VAC®

TEAR OUT...ORDER!

2 SIZES TO FIT YOUR NEEDS...SEE OTHER SIDE FOR DETAILS



new
offers 2 sizes of

PORTABLE LIGHTING CENTERS

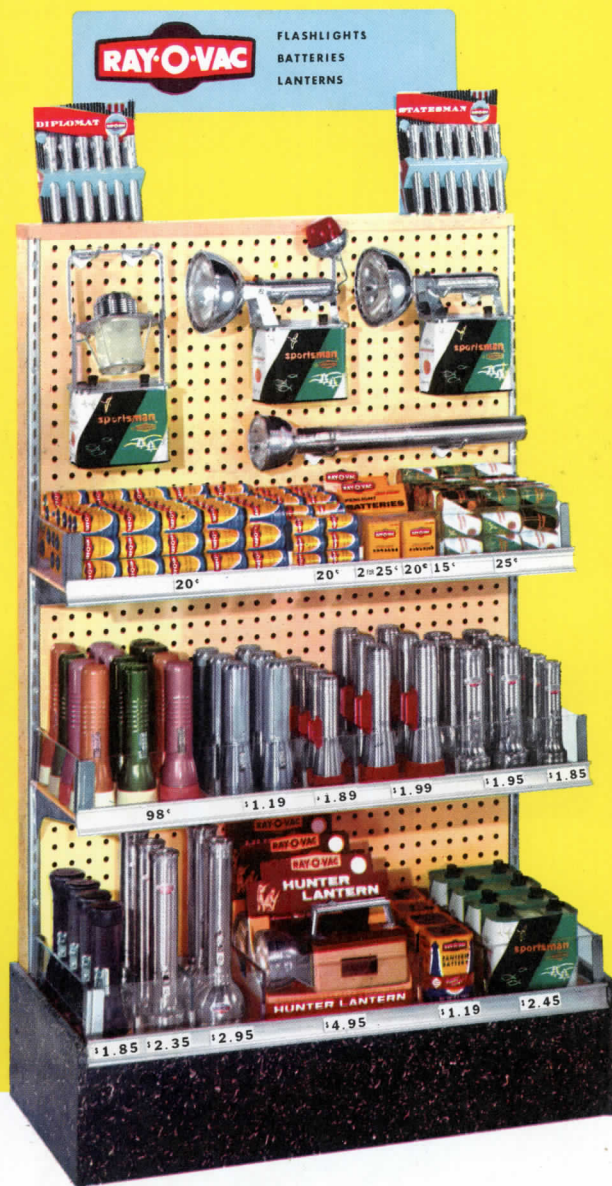
Stocked with proven
fast sellers. High visual
impact...high impulse sales.
Stimulates high ticket sales.
Specifically designed to fit
basic fixturing by
Streater Store Fixtures, Inc.

For additional store fixturing details,
write Streater Store Fixtures, Inc.,
Spring Park, Minnesota.

TEAR OUT...ORDER! ▶



Width 36" Depth 22" Height 61"
M103 PORTABLE LIGHTING CENTER



M107 PORTABLE LIGHTING CENTER Width 30" Depth 16" Height 62"

RAY-O-VAC COMPANY, MADISON, WISCONSIN

A Division of The Electric Storage Battery Company